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**TOPIC: ANALYSIS OF SWADESH MOVIE**

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Swadesh movie focuses on the rural life of India where under developed people and struggling even to get basic amenities to the rural people and it depicts about the importance of nation first, means love for motherland. It gives the learning session for Indian youth to join rural India with an innovative thought (like technological, ICT) for development of rural life. This movie gives the lesson about team work in village and what are the resistance factors that always against any productive work. Change management is also a major issue with this movie.

Mohan, a scientist working on NASA's Global Precipitation Measurement satellite and he wants to visit native place to meet with Kaveriamma who had taken care of during childhood. He meets with his friend. His friend facilitates to reach at Charanpur, a remote village with caravan. Mohan meets with Kaveriamma. She expresses very enthusiasm when see Mohan. She does not allow coming inside home before some customs and rituals activities that shows about Indian Culture. Mohan also interacts with Chikku and Gita (Mohan's childhood friend). Gita (Delhi girl) runs a primary school and also work as a teacher. She works hard, with the aim of creating some sort of change in the society.

Both Gita and Mohan criticize government and public responsibilities towards inability to provide the basics needs for the people. Mohan feels very poor condition in terms of electricity, education, road facility, child labor and so on. He consults with a jovial postman at Post Office and Mela Ram (a desperate-to-get-to-the US young man). He participates in a Panchayat meeting. He introduces himself to Sarpanch and other members. Sarpanch decides that school will be shifted to other place but Gita does not want to shift because she wanted to start high school and then there will be more students so this place is perfect. Sarpanch gives time to increase the number of children otherwise school will shift to other place. Mohan goes to a poorest and Mohan tells that why you are not sending children to school then poorest told that we are not able to educate my children. I belong to lower caste and villagers are not willing to educate my children Now time has come to marriage means he will go for

child marriage. Mohan feels very shade. Mohan talks to his friend who is in NASA with telephone only. There is no electricity in regular basis, no internet connection. Villagers do not know about internet and email. Postman asked what is internet and email, then Mohan told him that you can send letter through email within a minute. Postman shows very happy and told to Mohan that next time when you will come then I will have internet connection for you.

One day Mohan goes to potter. Potter told that our children will be either educated or uneducated; they will work similar to me, and then why our children will educate. But Mohan gives knowledge about marketing and also told about what amount of money you can save. Mohan came to India for tracing his childhood nanny, Kaveriamma and come back to America along with her. But Gita is also attached with Kaveriamma. Gita does not want to see Kaveriamma in the America. She loves Kaveriamma too. Kaveriamma does not want to ignore both Gita and Mohan proposal. Kaveriamma decided that I will send Mohan along with Mela Ram to collect overdue rent from a poor farmer who has leased Gita's land. Mohan takes up this task. He goes to Gita's land with local train and he uses water in local train for 25 paisa, probably contaminated, but still water that belongs to his soil. He reaches to Gita's land and talk to farmers. Farmer (Haridash) told compassionately that guest is like GOD. Haridash told that I have no irrigation facility. I grow one crop that also dried. That is why I have no money to give you. I am unable to feed myself and my family. I tried to go in city but I will be captured by owner. He also tells about poverty and education of his child. Mohan sleeps in Chaarpai in the night. He was much suppressed after seeing the situation of farmer. He also gives money to farmers for basic needs.

After returning from Gita's land, Mohan takes up a mission of bringing electricity to the village. He interacts with the people and the Panchayat, gets to know some of them really well and brings about a movement bringing the villagers together that means concept of fraternity. Each villager freely associates as equal for mutually beneficial purpose, rather than because of a religious, governmental, commercial, or financial bond. Villagers hold the electricity scheme in dignified, self confident, supported manner in a steady position that tells about poise.

He feels that some of the people are resistance to adopt new way of life like Guneshwar jee. He always ignored new proposal. Mohan talked about the avoidance of disparities on the basis of casteism, religious, professions, political etc.

Following tools/medium adopted by Mohan to convince the rural people.

1. Telephone: Mohan always talks to his friend who is in America and also with NASA's director to extend my vacation.
2. Camera: for taking picture of water fall to design a map for generation of electricity
3. Role Play, Dance and songs: That helped in understanding group effort and team work leads to desired result. Attitude of thinking about anything. He conveyed the message to each and every people of village and all people are equal.
4. Interpersonal communication: Mohan meets personally with each and every people and told about the importance of education and infrastructure of village.
5. He selected some companion to facilitate in the developmental programme like Postman, Sarpanch, Mela Ram
6. Meeting between rural people.
7. Mohan inaugurated the function for new admitted students on the eve of Dusshera Puja, and distributed prizes to all students belonging to all sections of society.

People of village do not want to change of his life. I should keep in mind about the resistance of rural people for doing any scheme/technology. I have to know mentality of rural people. Facilities should be reached to common people that mean grass root level. I should keep in mind about the concept of RAMA (reject, anger, mellowing down and acceptance) a principle in any village before starting new innovation for rural people as in case in electricity generation. Practically things are easily accepted by rural people. I should be aware about the result of any scheme. Fraternity leads to success in developmental work otherwise lot of imbalance in world and society. This movie encourages Indian youth to think about "Doctors without Borders". Example Mohan left the job at NASA and returned to India and serve Indian rural people.